

Introduction to Digital Design		Course Code 270611			
Course Description					
<i>This course will introduce students to the technical tools and processes used in digital design. Students will be introduced to the design process model which includes typography, color, and imagery. In addition, design software will be utilized to create graphics, animation, web pages, and video. Students will demonstrate proper use of fair use guidelines. Career opportunities in digital design will be explored.</i>					
Program of Study to which the course applies:					
Arts, A/V Technology, and Communications Cluster					
Information Technology Cluster					
Business Technology Applications Pathway					
Digital Design Pathway					
Web and Digital Communications Pathway					
	Course Content	Crosswalk to Common Core Academic Standards	Crosswalk to Nebraska Academic Standards	Crosswalk to Nebraska Career Readiness Standards	Crosswalk Clarification
Standard 1	Students will utilize technology to analyze elements and principles of design to communicate and express ideas.				
Benchmark 1.1	Identify the steps of a design process model.	ELA.RST.11–12.3	N/A	N/A	
Sample Performance Indicator 1.1.1	Explore the design process, emphasizing audience, format, budget, time, and goal of the project.				
Sample Performance Indicator 1.1.2	Demonstrate the use of design elements (e.g., line, color, shape, texture in various mediums).				
Sample Performance Indicator 1.1.3	Demonstrate the use of design principles (e.g., scale, balance, rhythm, repetition, proximity).				
Benchmark 1.2	Incorporate text in digital media.	ELA.WHST.11-12.6	LA.12.2.1.f	CR.1.A.4 CR.2.C.3 CR.9.B.1	
Sample Performance Indicator 1.2.1	Apply font decisions (e.g., typeface/families, style/attributes, size).				
Sample Performance Indicator 1.2.2	Apply typeface design (e.g., serif, sans-serif, decorative, script).				
Sample Performance Indicator 1.2.3	Apply text layout techniques (e.g., leading, kerning, tracking, alignment symmetric and asymmetric).				
Benchmark 1.3	Demonstrate the proper use of various color mediums.	N/A	N/A	CR.1.A.4	

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Sample Performance Indicator 1.3.1	Develop a basic understanding of the color wheel including complementary and analogous colors.				
Sample Performance Indicator 1.3.2	Illustrate how colors are used to communicate a mood or a message and that different colors are associated with different meanings.				
Sample Performance Indicator 1.3.3	Explain the difference between the two basic color modes: CMYK and RGB.				
Benchmark 1.4	Demonstrate how images are used to enhance all media.	ELA.RST.11-12.7 ELA.WHST.11-12.6	LA.12.2.1.f	CR.1.A.4	
Sample Performance Indicator 1.4.1	Identify symbols, logos, and informational imagery and describe their functions.				
Sample Performance Indicator 1.4.2	Utilize various sources of imagery (e.g., royalty-free images, Creative Commons).				
Sample Performance Indicator 1.4.3	Recognize and use mergers, simplicity, leading lines, rule of thirds, point of view, field of view, and framing in digital media.				
Standard 2	Students will demonstrate the use of technical tools and knowledge of digital design.				
Benchmark 2.1	Edit and create images in a vector art program.	ELA.RST.11–12.3 MTH.G.MG.3	LA.12.3.2 LA.12.1.6.k MA.12.2.4.a MA.12.2.4.b	CR.1.A.4 CR.6.A.1	Alignment presumes that students must comprehend oral or written instructions to complete the task (CC: ELA.RST.11–12.3; NE: LA.12.1.6.k, LA.12.3.2).
Sample Performance Indicator 2.1.1	Identify vector art file extensions.				
Sample Performance Indicator 2.1.2	Create line art and business logos demonstrating the use of vector art drawing tools.				
Benchmark 2.2	Edit and create images in a raster art program.	ELA.RST.11–12.3	LA.12.3.2 LA.12.1.6.k MA.12.2.4.a	CR.1.A.4 CR.6.A.1	Alignment presumes that students must comprehend oral or written instructions to complete the task (CC: ELA.RST.11–12.3; NE: LA.12.1.6.k, LA.12.3.2).
Sample Performance Indicator 2.2.1	Identify raster art file extensions.				
Sample Performance Indicator 2.2.2	Demonstrate the use of raster art software tools by manipulating images.				

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Benchmark 2.3	Design a business package using a desktop publishing program.	ELA.WHST.11-12.6	LA.12.2.1.f	CR.6.A.1	
Sample Performance Indicator 2.3.1	Determine business needs (e.g., existing or fictional).				
Sample Performance Indicator 2.3.2	Create a business card, letterhead, envelope, and brochure.				
Benchmark 2.4	Create, manipulate, and appropriately use animations.	ELA.RST.11–12.3	LA.12.3.2 LA.12.1.6.k	CR.1.A.4 CR.6.A.1	Alignment presumes that students must comprehend oral or written instructions to complete the task (CC: ELA.RST.11–12.3; NE: LA.12.1.6.k, LA.12.3.2).
Sample Performance Indicator 2.4.1	Identify animation file formats and their appropriate use.				
Sample Performance Indicator 2.4.2	Effectively use storyboarding techniques.				
Sample Performance Indicator 2.4.3	Perform changes to position, scale, color, and properties of an animated object.				
Benchmark 2.5	Plan, create, edit, and publish digital video using a video editing software program.	ELA.WHST.11-12.6	LA.12.2.1.f	CR.6.A.1	
Sample Performance Indicator 2.5.1	Import provided video clips into a video editing software.				
Sample Performance Indicator 2.5.2	Add audio and video effects.				
Sample Performance Indicator 2.5.3	Insert titles and credits to video.				
Sample Performance Indicator 2.5.4	Accurately cite sources for video and audio.				
Sample Performance Indicator 2.5.5	Export video to appropriate media.				
Benchmark 2.6	Plan, create, edit, and view a basic website.	ELA.WHST.11-12.4 ELA.WHST.11-12.6	LA.12.2.1.f LA.2.2.a SC.12.1.3.a SC.12.1.3.c	CR.1.A.4 CR.4.A.2 CR.5.C.3-4 CR.6.A.1	
Sample Performance Indicator 2.6.1	Insert images and text into a web template.				
Sample Performance Indicator 2.6.2	Link web pages.				
Sample Performance Indicator 2.6.3	View web pages in a browser.				
Standard 3	Students will analyze the legal and ethical responsibilities required in the workplace.				
Benchmark 3.1	Identify copyright and fair use regulations.	ELA.WHST.11-12.8	LA.12.4.1.b	CR.9.C.1	
Sample Performance indicator 3.1.1	Research copyright and fair use.				

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Sample Performance indicator 3.1.2	Understand and demonstrate fair use guidelines as it applies in the classroom and in business.				
Standard 4	Students will explore the career opportunities in the Digital Design, Web and Digital Communications, and Business Technology Applications Pathways.				
Benchmark 4.1	Plan, develop, and produce a digital design project showcasing a career in the Digital Design, Web and Digital Communications, and Business Technology Applications Pathways.	ELA.WHST.11-12.4 ELA.WHST.11-12.6 ELA.WHST.11-12.7-9	LA.12.2.1.f LA.2.2.a LA.12.1.6.j LA.12.4.1.a-c SC.12.1.3.a SC.12.1.3.b SC.12.1.3.c	CR.1.A.4 CR.4.A.2 CR.5.B.1 CR.5.C.3-4 CR.6.A.1 CR.9.A.2	The depth of students’ investigations, and thus the research standards that apply, will be determined by the nature of the task (CC: ELA.WHST.11–12.7–9; NE: CR.5.B.1, CR.9.A.2, LA.12.4.1.a-c, LA.12.1.6.j).
Sample Performance Indicator 4.1.1	Research a career related to digital design.				
Sample Performance Indicator 4.1.2	Design a "Help Wanted" poster for a local company in a digital design software program.				
Sample Performance Indicator 4.1.3	Interact with guest speakers.				

Reference Sheet

Key Code	Source
CCTC	2012 Common Career Technical Core
MPS Mini-Magnet	Millard Public Schools - Millard South High School - Technology Mini Magnet
IN	Indiana Interactive Media Standards
UT DP	Utah Education Network Desktop Publishing I Standards
UT DM	Utah Education Network Digital Media I Standards

Additional Resources for Educators

Suggestions for innovative teaching and learning strategies

Book: Exploring the Elements of Design - Thomson Delmar Learning
 Book: Graphic Design Basics, Amy E. Arntson - Thomson Wadsworth
 Book: Introduction to Desktop Publishing with Digital Graphics, Glencoe
 Book: The Non-Designer's Design Book, Robin Williams
 Book: The Non-Designer's Design and Type Books, Robin Williams
 Book: The Non-Designer's InDesign Book, Robin Williams
 Book: The Desktop Publisher's Idea Book, 2nd Edition by Chuck Green

Worth 1000

<http://www.worth1000.com>

Business Education Lesson PLans by Tonya Skinner

<http://lessonplans.btskinner.com/>

About.com - Desktop Publishing

<http://desktoppub.about.com/>

Smashing Magazine

<http://www.smashingmagazine.com/>

Layers Magazine

<http://layersmagazine.com/>

Before And After Magazine

<http://www.bamagazine.com/>

The Art of Sneaky Teaching Print Projects by Jerry Travis

<http://www.jerrytravis.com/sneakyTeaching/>

Related Assessments

Tutorials Training

<http://tutorialstraining.com/>

Certiport

<http://www.certiport.com/portal/desktopdefault.aspx?TZ=-5>

RCampus

<http://www.rcampus.com/>

Extended Learning Opportunities

Adobe

<http://www.adobe.com/education/higher-ed.html>

Lynda.com

<http://www.lynda.com/>

Atomic Learning

<http://www.atomiclearning.com/>

FBLA and PBL Competitive Event

Professional Development Opportunities

NETA Conference - Nebraska Educational Technology

Association Conference

NCE Conference - Nebraska Education Career Conference

Education Conference

Community Links/Resources available

Local Chamber of Commerce

Local Businesses and Organizations

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